

Message Text

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ACTION EUR-12

INFO OCT-01 IO-11 ISO-00 CU-04 /028 W
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R 091606Z APR 76
FM USMISSION GENEVA
TO USIA WASHDC
INFO AMEMBASSY BERN
SECSTATE WASHDC 9287

UNCLAS GENEVA 2775

USIAC

USIA FOR IOP/F (MILLER); STATE FOR EUR/P (SEIDNER)

E.O. 11652: N/A

1. TELEVISION DE LA SUISSE ROMANDE (FRENCH-LANGUAGE SWISS TV)
HAS APPROACHED USIO WITH FOLLOWING;

2. THEY ARE PLANNING TO SEND TEAM TO U.S. AROUND LABOR DAY
TO PRODUCE ONE-HOUR SHOW ON U.S. ELECTION CAMPAIGN (TO BE
USED NATIONWIDE IN SWITZERLAND) BUILT AROUND FOLLOWING
THEME:

3. RATHER THAN FOLLOW CANDIDATES ON CAMPAIGN TRAIL THEY WANT
TO PICK ONE CITY WHERE THEY WOULD SPEND TWO WEEKS RECORDING
IMPACT OF CANDIDATES. AGAINST THIS GENERAL BACKGROUND THEY
WANT TO FOCUS ON ONE PARTICULAR FAMILY, PREFERABLY ONE THAT
HAS NOT RPT NOT MADE UP ITS MIND AND IS OPEN TO PERSUASION.
THE HOPE WOULD BE TO REFLECT THE IMPRESSION CANDIDATES
MAKE IN THE FAMILY'S CONVERSATION. IDEALLY, THE FAMILY
(OR AT LEAST ONE MEMBER) SHOULD BE ABLE TO SPEAK FRENCH.

4. PRODUCER-DIRECTOR TEAM OF CLAUDE SMADJA AND
ANDRE GAZUT ACKNOWLEDGES THAT THIS IS RATHER SPECIAL
SET OF REQUIREMENTS. THEY SAY THIS IS WHY THEY HAVE
COME TO USIO SO FAR IN ADVANCE IN HOPES OF IDENTIFYING
A LIKELY SETTING.

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5. THEIR FIRST CHOICE IS SAN FRANCISCO, BUT THEY ALSO RECOGNIZE POSSIBILITY OF NEW ORLEANS (PARTICULARLY IN TERMS OF LANGUAGE) AND ARE OPEN TO OTHER SUGGESTIONS.

6. WE HAVE AGREED TO PASS ON REQUEST TO AGENCY. SINCE SMADJA AND GAZUT ARE WILLING TO ENTER U.S. AT EITHER NEW YORK OR WASHINGTON, WITH WHICH PRESS CENTER SHOULD WE WORK ON THIS?

7. PRESENT PLANS ARE FOR SMADJA-GAZUT TO SPEND FIRST TWO WEEKS RESEARCHING PROGRAM, WITH CAMERA CREW ARRIVING MID-SEPTEMBER FOR TWO WEEKS' SHOOTING. THEY HOPE TO HAVE GENERAL SUGGESTIONS FOR PROGRAM FROM US BY MID-AUGUST. HAFREY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION BROADCASTING, ELECTION CAMPAIGNS, ELECTION CANDIDATES, PRESIDENTIAL ELECTIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 09 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976GENEVA02775
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760136-0474
From: GENEVA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760479/aaaacphm.tel
Line Count: 75
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 16 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 JUN 2004 by SilvaL0>; APPROVED <15 DEC 2004 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: ETEL, SOPN, US, SZ
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006